



**Australian
Competition &
Consumer
Commission**

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Our Ref: C2010/721
Contact Officer: Ben Davis
Contact Number: (02) 6243 4942

11 August 2010

Ms Wai Wong
Compliance & Risk Manager
Myer Pty Ltd
Level 7, 800 Collins Street
Docklands VIC 3008

Dear Ms Wong

Third line forcing notification N94871 lodged by Myer Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 2 August 2010. The notification has been placed on the ACCC's public register.

Myer Pty Ltd proposes to supply, or offer to supply, a specified discount on merchandise from the Myer Miss Shop department to consumers who purchase the Shop Til You Drop magazine:

Legal immunity conferred by the notification will commence on 16 August 2010.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the ACCC may act to remove the immunity afforded by the notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Myer Pty Ltd and Shop Til You Drop magazine will disclose all relevant terms and conditions to prospective clients.

A copy of this letter has been placed on the ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Ben Davis on (02) 6243 4942.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R. Chadwick', written on a light grey rectangular background.

Dr Richard Chadwick
General Manager
Adjudication Branch